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SEP 21

# Broadcasting

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❑ SPREAD TIGHTENS ON CABLE BILL / 4
❑ READY, SET...THE NEW FALL SEASON, SORT OF / 28
❑ TELEPHONE COMPANIES MULL TV OPPORTUNITIES / 36

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SPECIAL REPORT
JOURNALISM

# This Week

### CLOSE VOTE? / 4

As high noon approaches on the cable reregulation bill, the once wide margin in the Senate in its favor is rapidly narrowing.

### SHIFTING SHIFTS / 11

NBC and its Sacramento affiliate KCRA-TV will not seek a further PTAR waiver extension for the station's prime time shift, opting instead to move *The Tonight Show* back out of prime time to 11 p.m.

### STRONG SEASON OPENERS / 28

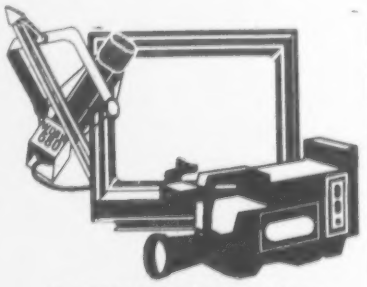
As the new season gets off to an unofficial, staggered start, new entries *Delta* and *Going to Extremes* (ABC), *Hearts Afire* (CBS) and *I Witness Video* (NBC) are off to fast starts.

### PPV'S HITS AND MISSES / 34

Two weeks into their *Option Play* college football experiment, Showtime Event Television and ABC have experienced disappointing sales: 7,000-8,000 homes per week instead of the targeted 25,000-50,000. But the Sept. 12 Chavez-Camacho boxing bout pulled in $21 million.

### WHAT COST TELCO TV? / 36

Telco entry into television services may hinge more on cost and capability than on regulatory issues, observers say. A big variable is the eventual cost of deploying the system to the curb or to the home.



***BROADCASTING* Special Report looks at revenue, technology and programing issues facing news directors as RTNDA convenes (p. 50).**

### MARCONI AWARD WINNERS / 40

The "Neighbor Lady" from Yankton, S.D., Wynn Speece, joined Don Imus and Rush Limbaugh in the ranks of the nation's top radio personalities at the Sept. 12 Marconi Awards. KGO(AM) San Francisco won large-market station of the year.

### HOT CABLE BATTLE / 46

The NCTA took its anti-cable bill battle to American households in full force, using a blanket campaign of spots to tell viewers the legislation would raise rates. Congressional and consumer groups have responded in kind to what they call "cable's fables."

### SPECIAL REPORT: JOURNALISM '92 / 50

News directors gathering this week for the annual RTNDA convention face the continuing demand to fill more programing hours while holding the line—or even cutting back—on costs. The growing reliance on syndicated news services has them worried about blurring the identity of their newscasts.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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# FCC GIVES ON HDTV TIMETABLE

*Extra time doesn't affect overall 15-year goal for switchover; reviews added but no definite dates provided; Marshall talks multiplex*

**By Joe Flint**

The FCC backed off some from its original timetable for implementing high-definition television (HDTV) last week, but probably not enough to please the bulk of the broadcasting industry.

Specifically, the commission voted 5-0 to give broadcasters six years—up from five—to broadcast in HDTV once the agency greenlights a standard and makes the channels available. The 15-year time period for total HDTV conversion remains.

"I had expressed concern that we were force-feeding this item, and I'm glad we're putting it on a slower track," said Commissioner James Quello.

Perhaps as significant as the extra year in making the timetable more flexible is the addition of several status reviews that leave the schedule open to change. However, with the exception of a review after a standard is selected or when an allotment table is adopted (whichever comes last), only proposals for reviews at the conversion and simulcasting deadlines have been put forth; that there are no definite dates has concerned the industry. Reviews will be conducted by notice and comment proceedings.

"Broadcasters are extremely disappointed that the FCC has adhered to its rigid and unrealistic timeframe for applications and construction of HDTV facilities and for simulcasting," said Eddie Fritts, president and chief executive officer, National Association of Broadcasters.

Commission members expressed similar concerns. Said Sherrie Marshall: "I just hope that we have not stacked the race against broadcasters by turning them into the advanced

# Broadcasting's Ratings Week ϟ Sep 6-13

| | ABC | CBS | NBC | FOX |
|---|---|---|---|---|
| **MONDAY** | 15.1/26 | 12.3/20 | 11.0/18 | NO PROGRAMING |
| 8:00 | 83. The Young Indiana Jones Chronicles 5.6/10 | 25. Evening Shade 11.3/20 | 30. Fresh Prince 10.9/19 | |
| 8:30 | | 17. Major Dad 12.2/20 | 30. Blossom 10.9/18 | |
| 9:00 | 1. NFL Monday Night Football—Washington Redskins at Dallas Cowboys 19.3/34 | 9. Murphy Brown 13.4/21 | 27. NBC Monday Night Movies—In the Best Interests of the Children 11.1/18 | |
| 9:30 | | 20. Designing Wmn 11.9/19 | | |
| 10:00 | | 16. Northern Exposure 12.4/21 | | |
| 10:30 | | | | |
| **TUESDAY** | 15.0/26 | 6.6/11 | 8.1/14 | NO PROGRAMING |
| 8:00 | 11. Full House 13.3/24 | 79. Education First 6.0/10 | 73. Quantum Leap 6.7/12 | |
| 8:30 | 7. Family Matters 14.1/24 | | | |
| 9:00 | 2. Roseanne 18.6/30 | | 50. Reasonable Doubts 8.4/14 | |
| 9:30 | 3. Coach 17.0/28 | | | |
| 10:00 | 8. Going to Extremes 13.6/24 | 57. Rescue: 911 7.9/14 | 42. Dateline NBC 9.3/17 | |
| 10:30 | | | | |
| **WEDNESDAY** | 9.9/16 | 8.0/13 | 10.5/18 | 9.7/16 |
| 8:00 | 78. America's Unsolved Lifestyles 6.1/10 | 91. Freshman Dorm 4.3/7 | 9. Unsolved Mysteries 13.4/23 | 24. Beverly Hills 90210 11.4/19 |
| 8:30 | | | | |
| 9:00 | 18. Home Improvmt 12.0/19 | 38. 2000 Malibu Road 9.8/16 | 37. Seinfeld 10.1/16 | 57. Melrose Place 7.9/13 |
| 9:30 | 27. Roseanne 11.1/18 | | 34. Seinfeld 10.2/16 | |
| 10:00 | 18. Barbara Walters Special 12.0/21 | | 57. Law and Order 7.9/14 | |
| 10:30 | | | | |
| **THURSDAY** | 8.2/15 | 10.4/18 | 9.7/17 | 7.6/14 |
| 8:00 | 66. Who's the Boss? 7.3/14 | 27. Top Cops 11.1/20 | 45. A Different World 9.0/16 | 34. Simpsons 10.2/19 |
| 8:30 | 81. Room For Two 5.8/10 | | | 46. Martin 8.9/16 |
| 9:00 | 88. Homefront 4.9/8 | 13. Street Stories 13.0/22 | 13. Cheers 13.0/22 | 83. The Heights 5.6/10 |
| 9:30 | | | 22. Wings 11.5/20 | |
| 10:00 | 12. Primetime Live 13.1/25 | 67. Middle Ages 7.2/13 | 57. L.A. Law 7.9/15 | |
| 10:30 | | | | |
| **FRIDAY** | 9.7/19 | 6.1/12 | 7.4/15 | 6.0/12 |
| 8:00 | 42. Family Matters 9.3/19 | 69. Little Mermaid 7.0/15 | 53. Matlock 8.3/17 | 75. America's Most Wanted 6.4/13 |
| 8:30 | 57. Sat Mor Preview 7.9/16 | 86. Major Dad 5.5/11 | | |
| 9:00 | 50. Dinosaurs 8.4/16 | 71. Rescue: 911 6.8/13 | | 76. Sightings 6.2/12 |
| 9:30 | 64. Perfect Strangers 7.5/15 | | | 89. Likely Suspects* 4.8/9 |
| 10:00 | 15. 20/20 12.5/25 | 65. Top Cops 7.4/14 | 83. I'll Fly Away 5.6/11 | |
| 10:30 | | 95. Larouche in '92 3.3/7 | | |
| **SATURDAY** | 8.5/17 | 3.5/7 | 9.8/20 | 6.6/13 |
| 8:00 | 50. ABC Saturday Night Movie—Ghostbusters 8.4/17 | 95. U.S. Open Tennis 3.3/7 | 32. Golden Girls 10.7/22 | 70. Cops 6.9/14 |
| 8:30 | | | | 56. Cops 2 8.0/16 |
| 9:00 | | | 22. Empty Nest 11.5/22 | 76. Code 3 6.2/12 |
| 9:30 | | 94. Brooklyn Bridge 3.7/7 | 33. Nurses 10.4/20 | 87. Trial & Error 5.3/10 |
| 10:00 | 48. The Commish 8.7/18 | | 63. Sisters 7.6/16 | |
| 10:30 | | 91. Top Cops 4.8/10 | | |
| **SUNDAY** | 11.7/20 | 10.6/18 | 8.5/15 | 8.4/14 |
| 7:00 | 71. Life Goes On 6.8/13 | 4. 60 Minutes 15.3/28 | 53. Secret Service 8.3/16 | 93. Bill & Ted 4.1/8 |
| 7:30 | | | | 91. Parker Lewis 4.3/8 |
| 8:00 | 38. Am Fun Home Vid 9.8/17 | 26. Frannie's Turn 11.2/18 | 41. I Witness Video 9.4/16 | 46. In Living Color 8.9/15 |
| 8:30 | 38. Am Fun People 9.8/16 | 34. Brooklyn Bridge 10.2/16 | | 44. Roc 9.1/15 |
| 9:00 | 5. ABC Sunday Night Movie—A Murderous Affair 15.0/25 | 49. CBS Sunday Movie—Grave Secrets 8.5/15 | 57. NBC Sunday Night Movie—Deadly Medicine 7.9/13 | 6. Married w/Childn 14.9/23 |
| 9:30 | | | | 21. Herman's Head 11.8/19 |
| 10:00 | | | | 53. Flying Blind 8.3/14 |
| 10:30 | | | | 79. Down the Shore 6.0/11 |
| **WEEK'S AVGS** | 11.2/20 | 8.3/15 | 9.3/16 | 7.8/14 |
| **SSN. TO DATE** | 10.9/19 | 12.1/21 | 11.5/20 | 7.6/13 |

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

# NEW RADIO RULES HOPED TO BOOST SALES

*Brokers are optimistic that ownership changes will provide short-term boost, but banks and economy are key to longer-term improvement*

**By John Gallagher**

It was decidedly a more upbeat NAB radio convention last week than has been seen over the past two years as far as media brokers were concerned. Their morale was boosted by the predicted short-term effects of duopoly rule changes that officially went into effect last Thursday, when they were to have appeared in the *Federal Register*.

But although brokers are expecting a flurry of activity in the next three to four months, they don't see the pace continuing much longer than that, due to a continuing lack of bank financing and a still sluggish economy.

"Even if the Fed cut interest rates to zero," said broker Lee Hague, "the banks are in such a troubled state, they're just not interested." The number of banks that are still in broadcast lending has basically dwindled to just the few that were active before radio and television stations became a popular trading commodity during the 1980's, including Society National Bank in Cleveland. Consolidation of the industry, however, could change that.

The new duopoly rules, which will increase radio ownership caps to 18 AM's and 18 FM's, up from 12 and 12, and which will allow ownership of up to four stations within a market, have been anticipated for the past six months; consequently, some brokers already have duopoly deals that are all but signed and ready to be filed at the FCC. The rules will have the biggest impact in medium-sized markets.

"We'll see a lot of doubling up, especially in markets like Orlando, Houston and Dallas," said Media Venture Partner's Randy Jeffery, explaining that there is not enough advertising revenue in those markets to support the glut of stations.

The larger markets may be harder to predict. Except for group owners with substantial equity such as Infinity

*Lee Hague*

*Randy Jeffery*

*Ted Hepburn*

*Dick Blackburn*

*Milt Younts*

*Tom Gammon*


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WGVC-AM/WPLZ-FM, Richmond (Petersburg), Virginia from **Paco Jon Broadcasting,** Receiver, to **Sinclair Telecable,** John, Bob and David Sinclair, Principals, for **$1,400,000.**

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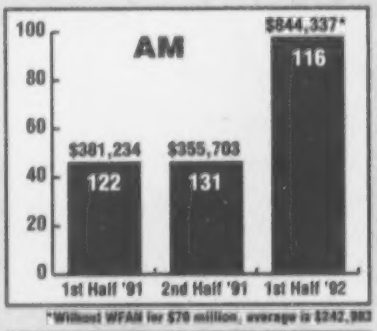
# FCC-APPROVED STATION SALES

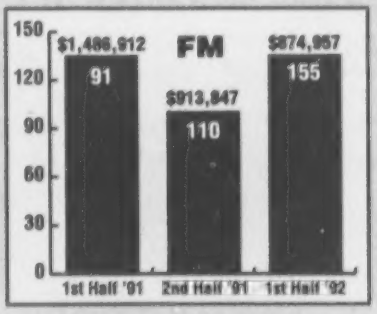
The charts represent the total dollar volume (in millions of dollars) of standalone AM stations, standalone FM stations, co-located AM-FM combinations, standalone television stations and grouped stations (AM-TV, FM-TV, etc.) traded over the past 18 months, according to sales data collected by BROADCASTING.

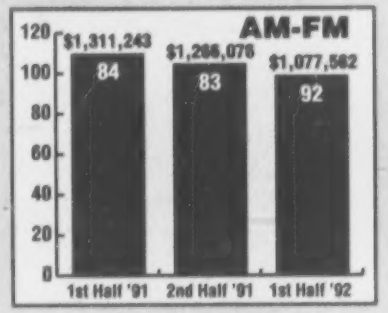
$1,000,000 — Average Transaction Amount

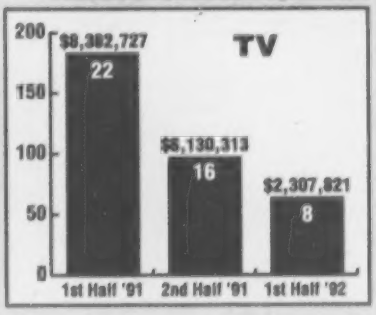
122 — Number of Transactions

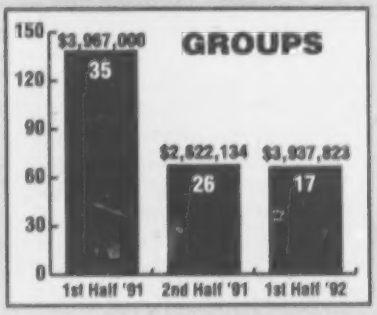



*Without WFAN for $70 million, average is $242,983




Broadcasting, which recently purchased second FM's in Chicago and Atlanta, there may not be as much incentive to double up in the top markets because of the amount of advertising revenue available, Jeffery said.

For brokers, duopoly transactions could present a challenge to traditional broker services, since the buyers and sellers will be obvious. "A lot of people consider a broker's function to be that of a finder," said broker Ted Hepburn. "I believe this could be a wonderful opportunity for a broker who has talents that are above and beyond that of a finder. Deals within a market could be more difficult because [you are dealing with] competitors, and you're going to get more personalities involved than you might normally get."

If consolidation is what it will take to bring lenders back into the station trading environment and stabilize station values, then it is much needed, judging by station trades recently approved by the FCC. Both dollar volume and average station prices during the past 18 months have shown generally steady declines (see charts).

With stations selling for roughly five times trailing cash flow, down from a 9-to-10-times multiple five years ago, the deals with the best chance of closing remain those "with a lot of cash," said Dick Blackburn of Blackburn & Co.

But barring deals that can bring 30% equity to the table, both Blackburn and Mitt Younts of Media Services Group see station swaps becoming more prevalent, although they won't be particularly easy. "Station swapping goes beyond the estimated value of a radio station. There are other considerations, like location," said Younts. "No one wants to trade down. There has to be something beyond tax advantages to make the deal work."

Americom broker Tom Gammon is confident that banks will come back, but in the meantime, he says, station owners struggling financially with highly leveraged stations acquired a few years back must first stabilize cash flow by putting together intelligent station combinations—through LMA's or a second FM in a market—that take into account viable formats, so that the station can thrive in a particular market and will fit an owner's long-term corporate strategy.

Indeed, as station owners re-evaluate the health of their companies and take the necessary corrective steps (aided by opportunities presented by regulatory changes), brokers feel the industry will continue to gain strength and are advising clients accordingly. "Now more than ever," said Blackburn, "we're asking clients to be objective and not think of their company as individual stations, but to look at the big picture." ■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# Changing Hands

**This week's tabulation of station and system sales ($250,000 and above)**

**KEYV(FM) Las Vegas** □ Sold by Unicom Broadcasting of Nevada Inc. to Broadcast Associates Inc. for $2.25 million. **Seller**, headed by Andrew Molasky, is also licensee of KEYW(FM) Pasco, Wash., and recently sold KEYF-AM-FM Spokane, Wash. **Buyer** is headed by Steve Gold, and also owns KFMS-AM-FM Las Vegas. The parties plan to enter into an LMA. KEYV has new age format on 93.1 mhz with 24.5 w and antenna 3,724 feet above average terrain. *Broker: Kalil & Co.*

**KQMS(AM)-KSHA(FM) Redding, Calif.** □ Sold by Citadel Communications Corp. to Park Lane Redding Radio Inc. for $1.36 million cash. **Seller** is headed by Larry Wilson, and is also licensee of KGA(AM)-KDRK-FM Spokane, Wash.; KBEE(AM)-KATM-FM Modesto, Calif.; KROW(AM)-KBUL(FM) Reno; KHEZ(FM) Boise, Idaho; KCNR(AM)-KLZX-FM Salt Lake City; KKFM(FM) Colorado Springs; KCTR-AM-FM Billings and KBOZ-AM-FM Bozeman, both Montana. Buyer is headed by Jim Levy, and is licensee of KVOY(AM)-KTPI(FM) Lancaster Palmdale and KPPL(FM) Chico, both California. KQMS is fulltimer with news, talk format on 1400 khz with 1 kw. KSHA has AC format on 104.3 mhz with 100 kw and antenna 1,560 feet above average terrain. *Broker: Communications Equity Associates*

**WCCF(AM)-WQLM-FM Punta Gorda, Fla.** □ Sold by WQLM-FM Inc. to InterMart Broadcasting for $800,000. **Seller** is headed by Carl J. Marcocci, who also owns WGUL-AM-FM New Port Richey, Fla., and WSGA(AM)-WZAT(FM) Savannah, Ga. **Buyer** is headed by James E. Martin, who also has interests in WGCO(FM) Savannah, Ga. WCCF has news, talk format on 1580 khz with 1 kw day and 122 w night. WQLM-FM has lite AC format on 92.9 mhz with 50 kw and antenna 492 feet. *Brokers: Blackburn & Co. and Jorgenson Broadcast Brokerage Inc.*

**WGGO(AM)-WQRT(FM) Salamanca, N.Y.** □ Sold by Altair Communications Inc. to Michael Washington Jr. and Mary E. Washington for $550,000. Approved sale of station last year for $709,000 did not close ("Changing Hands," Nov. 11, 1991). **Seller** is headed by Gary L. Livingston, and has no other broadcast interests. **Buyers** have no other broadcast interests. WGGO has AC, oldies format on 1590 khz wth 5 kw day. WQRT has country format on 98.3 mhz with 1.6 kw and antenna 430 feet above average terrain.

**WNTX(FM) Nantucket, Mass.** □ Sold by Quality Broadcasting Inc., debtor-in-possession, to Radio Nantucket Inc. for $500,000. **Seller** has no other broadcast interests **Buyer** is headed by Albert Makkay Sr., and is license of WPXC(FM) Hyannis, Mass. WNTX has oldies format on 96.3 mhz with 50 kw and antenna. 405 feet above average terrain.

**PROPOSED STATION TRADES**

*By volume and number of sales*

This Week:

AM's □ $0 □ 0

FM's □ $3,623,290 □ 7

AM-FM's □ $1,910,000 □ 2

TV's □ $0 □ 0

Total □ $5,533,290 □ 9

1992 to Date:

AM's □ $155,701,970 □ 162

FM's □ $296,496,127 □ 184

AM-FM's □ $225,879,845 □ 117

TV's □ $1,382,437,087 □ 47

Total □ $2,060,515,030 □ 510

For 1991 total see Jan. 27, 1992 Broadcasting.


**PRISM RADIO PARTNERS, L.P.**
**(Bill Phalen, President)**
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**WOKV-AM/WKQL-FM**
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from
**E Z COMMUNICATIONS, INC.**
**(Alan Box, President)**
**$3,750,000.00**
The undersigned acted as broker in this transaction and assisted in the negotiations

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# NEW CABLE NEWS CHANNELS ON BACK BURNER

*Two launches likely in '93; recession dampens prospects for moves in other cities*

**By Rich Brown**

While there might be potential for regional cable news channels in a number of major cities beyond the half-dozen or so already in operation, it doesn't look like there will be expansion into additional markets anytime soon. Many in the industry say they hope to learn from those already up and running and then look to expand the concept elsewhere.

There are now five channels in operation—Cablevision Systems Corp.-NBC's News 12 Long Island (New York); Freedom Newspapers' Orange County Newschannel (California); Allbritton Communications' NewsChannel 8 (Washington); the Hearst Corp./Continental Cablevision's New England Cable News Channel; Time Warner's New York 1 (New York City), and at least two more planning to launch in the next year.

> *"There's more of a wait-and-see attitude than there has been in the past. These things always look great on paper, but I don't know anyone who is making money on them out there."*
>
> **Nicholas Trigony, Cox Broadcasting**

Next up is Tribune Co.'s Chicago-Land Television News, which the company plans to launch with at least 600,000 subscribers on Jan. 1, 1993.

Following that, if all goes according to plan, Cox Enterprises continues to move forward on California News Channel, a statewide channel that the company is looking to launch some time in 1993.

Interest in developing additional news channels elsewhere in the country has hit various highs and lows in recent years. Cablevision and NBC have at times talked of plans to expand its News 12 Long Island concept to New Jersey and elsewhere, although it appears now that any such plans have been placed on the back burner. Executives at both Lenfest Group and Comcast Corporation have talked about developing some type of news service in Philadelphia, although no timetables have yet been revealed. Cox executives have talked in the past about developing a news channel in Atlanta, although such talk has not resurfaced.

"There's more of a wait-and-see attitude than there has been in the past," said Cox Broadcasting President Nicholas Trigony. "These things always look great on paper, but I don't know anyone who is making money on them out there."

Among those who remain particularly bullish on the regional cable news format is Hearst executive Philip Balboni, who helped the company launch its New England Cable News Channel last March. Balboni said areas around the country that do not currently have operations but show strong potential for news channels include Florida, Ohio and Texas. Nevertheless, he added, it is still a "speculative" business with no guarantee for success.

"When the reregulation dust settles and they start taking a broader view, they're going to realize that it will be a significant boost to their advertising," said Tom Wolzien, an analyst with Sanford Bernstein and a former NBC executive involved with the company's cable news initiatives.

Wolzien said that Cablevision has been able to build a formidable local sales force in part because News 12 Long Island inventory helped them find their way through the doors of advertisers. He added that the cable

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**News 12 Long Island**
Long Island, N.Y.
655,000 Subs.
Launched Dec. 15,1986
Cablevision Systems Corp./ NBC

**ChicagoLand**
Chicago and Suburbs
600,000 Subs.
Launched Jan.1, 1993
Tribune Co.

**NewsChannel 8**
Wash. D.C. and Sub. Md., North. Va.
671,000 Subs.
Launched Oct 7, 1991
Allbritton Communications

**Orange County NewsChannel**
Orange County, Calif.
510,000 Subs.
Launched Sept 17, 1990
Freedom Newspapers Inc.

**New York 1**
New York City
850,000 Subs.
Launched Sept. 8, 1992
Time Warner

**New England Cable News Channel**
Boston; most of Mass.;
Parts of Conn.; N.H., Maine
800,000 Subs.
Launched March 2, 1992
The Hearst Corp. and Continental Cablevision

business might need to look at news operations as loss leaders in much the same way that local broadcasters learned to do years ago.

Alan Bell, broadcast division president for Freedom Newspapers, said it is possible to see some variation on a cable news channel in every market in the country with at least 200,000 homes. But he was quick to add that the continuing recession is likely to dampen any launch plans at present. "You have an economic hurdle to jump over and it's not small," said Bell.

"Long term, I think it's a good business," added News Channel 8 President John Hillis. "Right now," he said, "The revenue that you can draw from advertising ain't exactly busting out all over." ■

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■ **San Antonio, TX** KVAR(AM) 1160 mhz—Aug. 5 application of Hispanic Radio Broadcasters for CP to reduce day power to 5 kw and make changes in antenna system.

■ **Alexandria, VA** WCPT(AM) 730 khz—Aug. 5 application of Group W Radio Inc. for MP (BP-900405CM) to increase night power to 950 watts and make changes in antenna system.

**FM's**

■ **Green Acres, CA** KRAB(FM) 106.3 mhz--Aug. 20 application of Double D Broadcasting Company for CP to make changes; change ERP: 25 kw (H&V); ant.: 100 m.; TL: 3.7 km north of Bena Rd. and 16 km east of Bakersfield, Kern County, CA; change freqency from 106.3 to 106.1; change to class B1.

■ **Sacramento, CA** KXHV(FM) 89.7 mhz—Aug. 11 application of Sacramento City Unified School Dist. for mod. of CP (BPED-860226MC) to make changes; ant.: 26 m. (V only); and TL: Reliable Crane & Rigging Co., 5853 Flori-Perkins Road, Sacramento.

■ **Shingle Springs, CA** KFIA-FM 101.9 mhz—July 30 application of Olympic Broadcasters Inc. for CP to make changes: ERP: 44 kw (H&V); ant.: 159 m.; (H&V); TL: approximately 5 km WSW of Greenwood, CA; change class from B1 to B (per MM docket #92-20).

■ **Sonora, CA** KZSQ-FM 92.7 mhz—Aug. 7 application of Clarke Broadcasting Corp. for CP to make changes; ERP: .38 kw H&V. ant. 393 m.; TL: top of Bald Mountain, 3.1 km at 37 degrees from Sonora.

■ **Pueblo, CO** KZKG(FM) 104.5 mhz—Aug. 10 application of Pueblo Broadcasters Inc. for mod. of CP (BPH-880825NX) to change ERP: 50 kw (H&V); ant.: 105 m.; TL: 4.8 mi. north of Pueblo, 1 mi. west of U.S. Highway 25 near Pueblo; class changed from C1 to C2 (per MM docket #84-231).

■ **Naples, FL** WSRX(FM) 89.5 mhz—Aug. 19 application of Youth Foundation of America Inc. for CP to make changes; ERP: 20 kw H&V, antenna supporting structure height, and to change class: C3.

■ **Greenville, GA** 95.7 mhz—Aug. 11 application of New Orchon Broadcasting Co. for mod. of CP (BPH-901221MI) to make changes; change TL: approximately 1.5 km SE of Mountville, GA.

■ **Sylvester, GA** **New FM** 102. 1 mhz—Aug. 10 application of Thomas W. Lawhorne for mod. of CP (BPH-880505OA) to make changes, ERP: 6 kw H&V, ant.: 84 m., and to change TL: northeast corner of Kelly and Livingston Sts., Sylvester.

■ **Wrightsville, GA** WDBN(FM) 107.5 mhz—Aug. 7 application of Johnson County Broadcasters Inc. for CP to make changes; change ERP: 6 kw (H&V); ant.: 100 m.; TL: 1.4 mi. (2.25 km) south of Lovett, GA, at intersection of Lovett-Brewton Road and Bumba Rd.

■ **Kealakekua, HI** KAOY(FM) 101.5 mhz—Aug. 21 application of Visionary Related Entertainment Inc. for mod. of CP (BPH-911107IK) to make changes; ERP: 7.079 kw H&V, ant.: 838 m.; TL: .75 km WSW of Kaupulehu Crater, island of Hawaii, class: upgrade from C3 (per docket #89-490).

■ **Caldwell, ID** KTSY(FM) 89.5 mhz—Aug. 10 application of Gem State Adventist Academy for CP to make changes; change ant.: 791 m.; change to class C1.

■ **Anna, IL** WRAJ-FM 96.5 mhz—Aug. 17 application of Union Broadcasting Inc. for mod. of CP (BPH-890531IB) to make changes to ant. 275 m.

■ **Anderson, IN** WQME(FM) 98.7 mhz—Aug. 20 application of Anderson University Inc. for CP to make changes; change ERP: 6 kw (H&V).

■ **Bastrop, LA** KTRY-FM 94.3 mhz—Aug. 12 application of Jamie Patrick Broadcasting Ltd. for CP to make changes; ERP: 50 kw (H only); freq: 93.9 mhz class: C2 (per docket #87-242).

■ **York Center, ME** WCQL-FM 95.3 mhz—Aug. 24 application of Sunshine Group Broadcasting for CP to make changes; change ERP: 1.42 kw (H&V); ant.: 208 m.; TL: Mount Agamenticus; York Town, York County, ME; change to directional antenna.

■ **Medford, MA** WMFO(FM) 91.5 mhz—Aug. 6 application of Tufts University for CP to modify directional antenna.

■ **Eden Prairie, MN** KOUO(FM) 105.7 mhz—Aug. 19 application of Southwest Suburban Broadcasting Inc. for mod. of CP (BPH-871203MH) to make changes; change: ERP: 6 kw (H&V); ant.: 73 m.; TL: Marriott Hotel Bldg., Bren Rd., .3 km W. of Washington Ave., 2 km N. of Eden Prairie.

■ **Duluth, MN** KVNW(FM) 101.7 mhz—Aug. 7 application of AABG Inc. for mod. of CP (BPH-890425MA) to make changes: ERP: 1.6 kw (H&V); ant.: 136 m.; TL: 10 Observation Road, Duluth.

■ **Branson, MO** KLFC(FM) 88.1 mhz—Aug. 14 application of Vision Ministries Inc. for CP to make changes; change ant.: 80 m.; TL: 6.3 mi. (10.14 km) south of Branson, approx. .7 mi. (1.1 km) east of U.S. 65, Taney County, MO.

■ **Cape Girardeau, MO** KRCU(FM) 90.9 mhz—Aug. 13 application of Southeast Missouri State Univ. for CP to make changes; change ERP: 6 kw (V); ant.: 79 m.; TL: 900 Normal, Cape Girardeau.

■ **Huntsville, MO** KTDI(FM) 92.5 mhz—Aug. 13 application of Contemporary Broadcasting Inc. for CP to make changes; change ERP: 50 kw (H&V); ant.: 150 m.; TL: 39 34 26 - 92 21 15; change freq. from 92.5 to 103.5 change to class C2 (per MM docket #89-556).

■ **Maryville, MO** KNIM-FM 97.1 mhz—Aug. 17 application of Nodaway Broadcasting Corp. for CP to make changes: ERP: 25 kw (H&V); ant.: 100 m.; TL: south of Maryville, adjacent to Highway 72 bypass; class changed to C3.

■ **Nixa, MO** KGBX-FM 106.3 mhz—Aug. 14 application of Sunburst II Inc. for mod. of license (BPH-911219ID) to make changes; change ERP: 38 kw H&V; ant. 170 m.; TL: 600 m. south of Farm Road C, 4 km NW of Stafford in Greene County, MO.

■ **Sparta, MO** KLTQ(FM) 96.5 mhz—Aug. 13 application of James L. Gardner for mod. of CP (BPH-910422ID) to make changes to TL: 2.9 km from Highlandville, MO, bearing from antenna site to Highlandville is 165 degrees.

■ **Pahrump, NV** KUDA(FM) 107.5 mhz—July 28 application of Americom Las Vegas Ltd. for CP to install new main antenna-transmitter facility.

■ **Armijo, NM** KUCU(FM) 107.1 mhz—Aug. 17 application of KCST Inc. for CP to make changes; change ERP: 60 kw (H&V); ant.: 721 m.; TL: on Capilla Peak, Torrance County, approximately 50 km SE of Albuquerque, NM; change to class C (per docket #91-233).

■ **Wurtsboro, NY** WZAD(FM) 97.3 mhz—Aug. 21 application of Jerome Gillman Inc. for CP to make changes; correct coordinates to 41 36 4 - 74 33 17.

■ **Oakes, ND** KDDR-FM 92.5 mhz—Aug. 14 application of Cerm Broadcasting Corp. for mod. of CP (BPH-900315ID) to make changes; change: ERP: 25 kw (H&V); ant.: 100 m.; TL: 2.4 km east of Comstock, MN, along county Rd. 2; change main studio location to Kindred, ND; change freq. to 92.7 and change class to C3 (per MM docket #90-405).

■ **Klamath Falls, OR** KAGO-FM 99.5 mhz—Aug. 11 application of Key Broadcasting Inc. for mod. of CP (BPH-870302IC) to make changes, ERP: 60 kw H&V, class: C1.

■ **Hazleton, PA** WWSH(FM) 97.9 mhz—Aug. 10 application of Luzerne Broadcasting Company for

# SUMMARY OF BROADCASTING & CABLE

## BROADCASTING

| Service | ON AIR | CP's' | TOTAL* |
|---|---|---|---|
| Commercial AM | 4,969 | 186 | 5,155 |
| Commercial FM | 4,707 | 944 | 5,651 |
| Educational FM | 1,557 | 290 | 1,847 |
| **Total Radio** | **11,233** | **1,420** | **12,653** |
| Commercial VHF TV | 557 | 13 | 570 |
| Commercial UHF TV | 583 | 164 | 747 |
| Educational VHF TV | 124 | 4 | 128 |
| Educational UHF TV | 236 | 10 | 246 |
| **Total TV** | **1,500** | **191** | **1,691** |
| VHF LPTV | 466 | 131 | 597 |
| UHF LPTV | 818 | 841 | 1,659 |
| **Total LPTV** | **1,284** | **972** | **2,256** |
| FM translators | 1,901 | 390 | 2,291 |
| VHF translators | 2,512 | 80 | 2,592 |
| UHF translators | 2,406 | 392 | 2,798 |

## CABLE

| | |
|---|---|
| Total subscribers | 55,786,390 |
| Homes passed | 92,040,450 |
| Total systems | 11,254 |
| Household penetration† | 60.6% |
| Pay cable penetration/basic | 79% |

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
' Construction permit.
Source: Nielsen, NCTA and Broadcasting's own research.

# In Brief

## AFFILIATES GETTING 16½ ADDITIONAL MINUTES IN 'CBS THIS MORNING'

CBS announced it would give affiliates eight additional minutes in each hour of *CBS This Morning* as well as a 30-second "opening" to the broadcast. The additional time, two three-minute and two five-minute cutaways, could be used for commercials as well as local news, although Tony Malara, CBS TV Network president of affiliate relations, said anyone using the time just for commercials would risk a "conversation" with the network.

Malara said the new format would begin Oct. 26, adding that some stations, including some CBS O&O's, might not yet be equipped to take advantage of the new time. Affiliates already have two four-minute cutaways in the two-hour show. Currently, about 100 affiliates program newscasts before the show and would, Malara added, have staff on hand to fill the time with local news.

Recently affiliates in Atlanta and Detroit dropped the morning show in favor of their own locally produced shows. Malara said last week that CBS has just signed WGPR-TV Detroit to pick up *CBS This Morning*; it already found a home for the show in Atlanta on WTLK-TV. Both stations are UHF independents.

Asked what would be changed in the network portion to accommodate the local inserts, Malara responded: "Certainly we plan to keep all the features. I suppose you could say the editing might be different, the writing tighter with a little difference pace. Nothing is being dropped." —GF

**Duchossois Communications Co. sold KQPT(FM) Sacramento, Calif., to Brown Broadcasting Co. for $7 million cash.** Duchossois also owns KJYK(AM)-KKLD(FM) Tucson, Ariz.; WHFS(FM) Washington and KGLL(FM) Greeley, Colo. Station will join KXOA-AM-FM as Brown's second FM in Sacramento; it also owns KKNW(FM) Seattle, and KPOP(AM)-KGB-FM San Diego, KKSF(FM) San Francisco and KYNO(AM)-KJFX(FM) Fresno, all California. Broker: Blackburn & Co.

**WXBM-FM Milton, Fla. (Pensacola), was sold by WXBM Inc. to June Broadcasting Inc. for an estimated $4.5 million.** Seller is headed by WXBM-FM station manager Lou Ma-

## TRACKING SYNDICATION'S NEWCOMERS

For its third week in first-run syndication, Carsey-Werner Distribution's *You Bet Your Life* continued on a slight pattern of erosion in the Nielsen metered markets, going from a debut-week 6.9 rating/14 share (NSI, Aug. 31-Sept. 4) to a second-week 5.9/12 to a 5.6/12 for the four days ending Sept. 17. The decline represents a 19% ratings erosion since its debut; however, *You Bet*'s 6/13 three-week average (NSI, Aug. 31-Sept. 17) is still just slightly ahead of its lead-in programing (5.2/11) and May 1992 time period averages (6.0/12).

One of the more surprising stories is that the Fox Children's Network's revamped two-hour weekday block outscored Buena Vista Television's syndicated two-hour *Disney Afternoon* block for the first four days of last week, a first since FCN's conception two years ago. The new *Batman* animated series anchored the FCN block with a top-rated 4.5/11 four-day average last week (Sept. 14-17), followed by *Tiny Toon Adventures*' 3.9/11, *Tom & Jerry Kids*' 3.0/9 and *Merrie Melodies*' 2.6/9. Topping the *DA* block was newest spoke *Goof Troop*, with a 3.7/10 average.

Other highlights from syndicated MarkeTrak reports:

■ *Star Search* triggered in 13 metered markets last week with a 3.5/7 average, a somewhat disappointing start given the fact that it is dropping 4 share points from its lead-in programing and is 3 share points behind October 1991 levels. ■ Genesis Entertainment's late fringe *Whoopi Goldberg* talk show started out fairly strong with a 3.6/10 debut average (Sept. 14), but continued to trail off each of the three subsequent days (2.9/8, 2.7/8 and 2.3/7). *Whoopi*'s 2.9/8 four-day average, however, is holding even with its lead-in programing (3.6/8), but is down down 5 share points from October 1991. ■ Warner Bros. Domestic Television Distribution's *Murphy Brown* triggered in off-network syndication with a 5.7/11 average, holding even with its lead-ins (5.5/11) and bettering the May 1992 (9 share) and October 1991 (10 share) time period levels. —MF